



WPTV

ORDER

Print Date 10/23/12

Page 1 of 3

Flight Dates 10/23/12-10/29/12

Contract / Revision 315389 /

Original Date / Revision
10/19/12 10/19/12

Advertiser Priorities USA Action

Agency Mundy Katowitz Media Inc

Buying Contact

1322 G Street SE
Washington, DC 20003-3021Product
340-ISSUE

Agency Com 15%

Billing Contact

1322 G Street SE
Washington, DC 20003-3021

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # 1789 - :60 ATS

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A18+

Rev Codes POL POL ISS

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share 100% Market Value 37300

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WFGC	%	0
WFLX	%	0
WPBF	%	0
WPEC	%	0
WPPB	%	0
WPXP	%	0
WTCE	%	0
WTCN	%	0
WTVX	%	0
WXEL	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	21	\$28,900.00	\$34,000.00	0.00
November 2012	3	\$2,805.00	\$3,300.00	0.00
Totals	24	\$31,705.00	\$37,300.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/28/12	21	\$28,900.00	\$34,000.00
10/29/12	10/29/12	3	\$2,805.00	\$3,300.00

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WPTV	10/23/12	10/29/12	M-F 5-6a 5-6a	CM	5-6a	M-W----	1:00	1	\$1,500.00	P-2	0.00 NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
		Week: 10/22/12	10/28/12	--W----					1	\$1,500.00		0.00		
		Week: 10/29/12	11/04/12	M-----					1	\$1,500.00		0.00		
N 2	WPTV	10/23/12	10/29/12	M-F 11-12n RACHAEL RAY	CM	11a-12p	M-WF--	1:00	1	\$900.00	P-2	0.00 NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
		Week: 10/22/12	10/28/12	--WF--					2	\$900.00		0.00		



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Page 2 of 3

Contract / Revision **315389** Flight Dates **10/23/12-10/29/12**

Hiatus Dates

Original Date / Revision 10/19/12/ 10/19/12

Order Sep 00:20:00

Advertiser **Priorities USA Action** Product **340-ISSUE**

Estimate # **1789 - :60 ATS**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WPTV	10/23/12	10/29/12	M-F 11-12n RACHAEL RAY	CM	11a-12p	M-W-F--	1:00	1	\$900.00	P-2	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$900.00		0.00			
N 3	WPTV	10/23/12	10/25/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	-1-1---	1:00	2	\$1,300.00	P-2	0.00	NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-1-1---					2	\$1,300.00		0.00			
N 4	WPTV	10/23/12	10/29/12	M-F 1-2p DAYS OF OUR LIVES	CM	1-2p	MT-----	1:00	1	\$900.00	P-2	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$900.00		0.00			
Week:		10/29/12	11/04/12	M-----					1	\$900.00		0.00			
N 5	WPTV	10/24/12	10/26/12	M-F 2-3p MILLIONAIRE	CM	2-3p	--1-1--	1:00	2	\$700.00	P-2	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--1-1--					2	\$700.00		0.00			
N 6	WPTV	10/23/12	10/25/12	M-F 1135p-1235a TONIGHT SHOW	CM	1135p-1235a	-1-1---	1:00	2	\$2,500.00	P-2	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-1-1---					2	\$2,500.00		0.00			
N 7	WPTV	10/23/12	10/25/12	M-F 1235-135a FALLON	CM	1235-0135a	-1-1---	1:00	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-1-1---					2	\$600.00		0.00			
N 8	WPTV	10/24/12	10/26/12	M-F 135-205a CARSON	CM	135-205a	--1-1--	1:00	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--1-1--					2	\$500.00		0.00			
N 9	WPTV	10/27/12	10/27/12	Sa 6-7a Sa 6-7a	CM	6-7a	-----S-	1:00	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$1,200.00		0.00			
N 10	WPTV	10/27/12	10/27/12	Sa 7-8a Sa 7-8a	CM	7-8a	-----S-	1:00	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$2,400.00		0.00			
N 11	WPTV	10/27/12	10/27/12	Sa 10-1030a Sa 10-1030a	CM	10-1030a	-----S-	1:00	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$3,000.00		0.00			
N 12	WPTV	10/27/12	10/27/12	Sa 6p Sa 6p	CM	6-630p	-----S-	1:00	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$4,000.00		0.00			
N 13	WPTV	10/28/12	10/28/12	Su 6-7a Su 6-7a	CM	6-7a	-----S	1:00	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$1,000.00		0.00			
N 14	WPTV	10/28/12	10/28/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	1:00	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00



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Page 3 of 3

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Order Sep 00:20:00

Advertiser **Priorities USA Action** Product **340-ISSUE**

Estimate # **1789 - :60 ATS**

														Totals			
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount		
N14	WPTV	10/28/12	10/28/12	Su 7-8a	CM	7-8a	-----S	1:00	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00		
				Su 7-8a													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	-----S					1	\$3,000.00		0.00					
N15	WPTV	10/28/12	10/28/12	Su 6p	CM	6-630p	-----S	1:00	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00		
				Su 6p													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	-----S					1	\$4,000.00		0.00					
														Totals		24	\$37,300.00